

# Arianna Stolt

## Summary

Over a decade of experience in creative direction, web design & development, interactive design and illustration in multiple industries, including entertainment, digital/advertising agencies, beauty, and publishing. My constant curiosity and ability to connect & communicate on a personal level, combined with my familiarity with both the creative and technical sides of a project, allow me to execute practical & seamless design strategies.

## Experience

Jan. 05 — present

See: [ariannastolt.com](http://ariannastolt.com)

Apr. 13 — Apr. 14

Lead UX/UI Designer

### **ARIANNASTOLT.COM** *New York, NY/Los Angeles, CA*

Web design, user experience /user interface design, project management, mobile & tablet (responsive) design, front-end (HTML, CSS, Javascript) development, illustration. Clients include MTV Networks, M.A.C. Cosmetics, TBWA/Chiat/Day, Weiden + Kennedy, Porter Novelli, J. Walter Thompson, Taylor PR and A&E Networks, among others.

### **TWO BIT CIRCUS** *Los Angeles, CA*

Developed annotated user flows, wireframed and designed interfaces for iPad educational software in an iterative project management environment. Managed development to ensure product met all functional and design specifications. Identified content needs, wireframed, art directed and built steamcarnival.com website.

Feb. 08 — Mar. 09

Sr. Web Designer

### **CAFEMOM.COM** *New York, NY*

Designed original pages of CafeMom.com, advertiser-sponsored widgets, temporary site tabs, custom profile pages for advertisers and co-branded banner advertising. Designed and coded HTML email newsletters and templates, executed A/B tests on newsletters. Developed structure of creative library and assets.

Jan. 07 — Feb. 08

Web Designer

### **LOGO/MTV NETWORKS** *New York, NY*

Designed original pages of Logoonline.com and stand-alone vertical sites for brand-owned projects. Wireframed and designed full vertical website, 365Gay.com. Wrote CSS stylesheets and provided PSD files and assets with markup for web developers. Designed various online advertising for LogoOnline and 3rd party sites. Created animated Flash elements.

May. 05 — Jan. 07

Designer/Developer

### **SONY/BMG & COLUMBIA RECORDS** *New York, NY*

Responsible for updating websites for Columbia music artists. Updated artist websites using HTML, Sony Music's CMS, and various blog software platforms. Retouched and edited photos, built Javascript photo galleries. Created animated banners and online advertising, desktop wallpaper and other graphic media and graphic content used on Sony/BMG artist sites. Built e-cards and HTML newsletters.

## Software & Languages

**Adobe Photoshop, Illustrator, InDesign.**

**Invision, Sketch, Microsoft Office Suite.**

**XHTML & CSS. Twitter Bootstrap. WordPress & Squarespace.**

## Education

### **SCHOOL OF VISUAL ARTS** *New York, NY*

**B.F.A., with Honors**

**Graphic Design. Spring 2005.**

*Highlighted  
Clients*

2009 — present

**J. WALTER THOMPSON** *New York, NY*

Designed layout of proposed website for Bloomberg Careers website.

**M.A.C. COSMETICS** *New York, NY*

Wireframed and designed interface for rich-web tool used by corporate and retail employees for comprehensive event planning and shift scheduling.

**MTV NETWORKS - MTV.COM/VH1.COM** *New York, NY*

Designed skins for pages of MTV.com and VH1.com, wrote CSS for non-graphic style changes.

**PORTER NOVELLI** *New York, NY*

Layout and custom illustrations for HP brand style guide/playbook, designed logos for medical conglomerate. designed and coded email blasts, modified Wordpress template with CSS to match provided layout design.

**TBWA/CHIAT/DAY** *New York, NY*

Wireframed proposed web and mobile revamp/update of Vonage website - part of a team that re-planned website completely from ground up.

**USA TODAY** *New York, NY*

Designed takeover look and feel for UsAToday's responsive website(s) based on individual brand style guides for various clients such as Coach, Gap, Verizon, Mercedes, and more. Designed vector logos for USAToday B2B media kit.

**WEIDEN + KENNEDY** *New York, NY*

Designed new pages of Target.com, retouched photography for Target print advertising, designed web ads for Heineken.

*Additional  
Clients*

2009 — present

**A&E NETWORKS**

**ABOUT.COM**

**COLE HAAN**

**POSSIBLE WORLDWIDE**

**THE QUEEN LATIFAH SHOW**

**SPINMEDIA**

**TAYLOR PR**

**TOUCHTUNES**

**WEIGHT WATCHERS**